



**Federal Aviation
Administration**

COMMUNICATIONS

Federal Aviation Administration

Fiscal Year 2006 Business Plan

2006 AOC Business Plan

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2006 AOC Business Plan

FAA Communications works with the news media to provide the public with accurate, timely, useful and important information about the agency's goals, policies, activities and operations. As part of that mission, Communications actively promotes FAA activities that deal with Safety, Capacity, International Leadership and Organizational Excellence.

Increased Safety

AOC will actively promote positive media coverage of important FAA safety initiatives through press conferences, media briefings, roundtables, direct outreach to reporters, press releases, web postings and other available tools.

Core Business Measure:

Positive outreach for safety initiatives.

Ensure that at least seven articles, news stories or editorials on separate issues appear in national publications or TV coverage that positively highlight agency safety initiatives and when appropriate, incorporate the FAA's safety messages in responses to day-to-day media inquiries.

Core Business Function: Media Coverage

Improve positive media coverage that positively highlights agency safety initiatives.

Core Business Activity: Media roundtables.

Hold media roundtables to highlight FAA safety initiatives.

Targets:

Hold two or more media roundtables focused on safety with three or more national print and television outlets in attendance. The first in 2nd quarter FY06 and the second in 3rd quarter FY06.

Core Business Activity: Positive outreach for the runway safety program.

Use a variety of tools to educate and inform reporters about the ongoing work and accomplishments of the runway safety program, including press briefings, roundtables, individual interviews and demonstrations.

Targets:

Provide information to reporters to enhance their ability to place at least one article, news story, or editorial in national publications or television coverage that advances runway safety or highlights runway safety improvements in each quarter of FY06.

Core Business Activity: Positive outreach for aviation safety technology.

Use a variety of tools to educate and inform reporters about the ongoing work and accomplishments in the area of aviation safety technology.

Targets:

Provide information to reporters to enhance their ability to place at least one article, news story, or editorial in national publications or television coverage that highlights aviation safety related improvements in each quarter of FY06.

Core Business Activity: Incorporate agency message when responding to press calls.

Reinforces the FAA's safety messages when responding to day-to-day media inquiries (when appropriate.)

Targets:

Communicate the FAA's safety messages to at least 10 reporters per month when they inquire about any type of safety issue.

Greater Capacity

AOC will actively promote positive media coverage of FAA initiatives to improve capacity and efficiency in the National Airspace System through press conferences, media briefings, roundtables, direct outreach to reporters, press releases, web postings and other available tools. We will maximize media coverage of planned new runway openings and new technology and procedures that improve capacity, highlighting the FAA's role in reducing delays for the traveling public.

Core Business Measure:

Positive outreach for efficiency and capacity enhancements.

Ensure that at least seven articles, news stories or editorials on separate issues appear in national publications or television coverage that positively highlight agency technology or procedural advances that increase capacity and/or efficiency and when appropriate, incorporate the FAA's capacity and efficiency messages in responses to day-to-day media inquiries.

Core Business Function: Media Coverage.

Improve positive media coverage of FAA efficiency and capacity enhancements.

Core Business Activity: Media roundtables.

Hold media roundtables on capacity and efficiency issues to give reporters solid background on the FAA's accomplishments.

Targets:

Hold media roundtables to highlight capacity improvements in at least two major OEP cities. Hold at least one in the 2nd quarter and the remainder by September 30, 2005.

Core Business Activity: Maximize media coverage of new runway openings.

Hold media briefings.

Targets:

Hold media briefing in Atlanta in 3rd quarter of FY06 to maximize media coverage of the new runway and FAA tower at Hartsfield International Airport.

Core Business Activity: Incorporate agency message when responding to press calls.

Reinforce the FAA's capacity and efficiency messages when responding to day-to-day media inquiries (when appropriate.)

Targets:

Communicate the FAA's capacity and efficiency messages to at least 10 reporters per month when they inquire about any type of airspace or air traffic issue.

International Leadership

AOC will actively promote positive media coverage of the FAA's role in leading international aviation issues through press conferences, media briefings, roundtables, direct outreach to reporters, press releases, web postings and other available tools. We will conduct media briefings with US and foreign reporters about planned international missions and the resulting agreements or progress.

Core Business Measure:

Media Coverage

Ensure that at least four articles, news stories or editorials on separate topics appear in national publications or television coverage that positively highlight agency international leadership initiatives and when appropriate, communicate the FAA's role as a world leader on aviation issues in responses to day-to-day media inquiries.

Core Business Function: Improve Media Coverage

Improve media coverage of FAA international leadership initiatives.

Core Business Activity: Hold media roundtables.

Hold media roundtables to educate reporters about international leadership initiatives.

Targets:

Hold at least two media roundtables, one in 1st Quarter FY06 and one in 3rd Quarter FY06.

Core Business Activity: International Outreach

Conduct outreach to international publications and TV stations.

Targets:

Develop a media plan to increase international media coverage by June 30, 2006, and begin implementation by July 31, 2006.

Core Business Activity: Incorporate international message when responding to press calls.

Reinforce the FAA's role as the world leader on aviation issues when responding to day-to-day media inquiries (when appropriate.)

Targets:

When appropriate, emphasize the FAA's role as the world leader on aviation issues to at least five reporters per month when responding to media questions about one of the Administrator's international trips or any other press calls related to international issues.

Organizational Excellence

AOC will improve customer service on the FAA website, continuing to refine the public inquiry function and making it easier for users to find what they are looking for. The FAA also will increase the number of employees who have Plain Language training and will identify and clarify the most frequently accessed agency documents. AOC will use all available media

tools to promote positive media coverage of any FY 2006 savings and improve the public's perception of FAA organizational excellence initiatives. Internally, AOC will work with its employees to improve Employee Attitude Survey scores in management effectiveness and accountability and will communicate the Flight Plan goals and link them to Performance, Strategic and Business Plans.

Flight Plan Performance Target:

Employee Attitude Survey

Increase Employee Attitude Survey scores in the areas of management effectiveness and accountability by at least 5 percent by FY 2010. FY06 Target: 3 percent.

Strategic Initiative: EAS Action Plan

Monitor and evaluate Employee Attitude Survey (EAS) Action Plan results.

Strategic Activity: AOC EAS Plan

Implement activities to improve organizational effectiveness and report progress/results to AHR monthly.

Targets:

Update, where necessary, EAS action plan to incorporate Interim EAS 2005 results (1st Qtr FY07).

Update EAS action plan to incorporate EAS 2006 results (3rd Qtr FY07).

Provide monthly progress reports to AHR (monthly).

Provide executive report-out on organizational results and progress when required at the monthly Flight Plan performance assessment meeting.

Flight Plan Performance Target:

Cost Control Program

Each FAA organization will contribute at least one measurable and significant cost reduction and/or productivity improvement activity each year, including but not limited to, cost efficiencies in the areas of: strategic sourcing for selected products and services; complete consolidation of facilities and services such as accounting offices, real property management, helpdesks, and Web services; and elimination or reduction of FAA use of obsolete technology by either removing from service or transferring from Federal operation 100 NavAids. FY06 Target: 100 percent compliance.

Strategic Initiative: Cost Control Program

Implement line of business-specific cost reduction and/or productivity improvement initiatives as well as agency-wide initiatives.

Flight Plan Performance Target:

Customer Satisfaction

Increase agency scores on the American Customer Satisfaction Index. FY06 Target: 65.

Strategic Initiative: Requirements Review

Review customer requirements annually and measure customer satisfaction more broadly for FAA services.

Strategic Activity: FAA website.

Improve customer satisfaction with the FAA website.

Targets:

Improve the overall score on the Web Customer Satisfaction Index to 71.

Core Business Measure:

Facilitate reduction in FAA sick leave usage.

Assist in reducing FAA sick leave usage to the government-wide average.

Core Business Function: Facilitate reduction FAA sick leave usage.

Assist in reducing FAA sick leave usage to the government-wide average.

Core Business Activity: Facilitate reduction in APA sick leave usage.

Assist in reducing APA sick leave usage to the government-wide average.

Targets:

1. Establish a performance target to reduce sick leave usage consistent with the government wide average (9.43 days for leave year 2003, the latest year that government-wide data is available.)
2. Monitor and report progress regarding sick leave usage on a quarterly basis.
3. Ensure frontline managers participate in managerial skills training related to proper use of leave.

Core Business Measure:

Improve Internal Communication

Increase by 57% the number of Focus FAA web publications by publishing on a weekly basis beginning 2 Quarter FY06.

Core Business Function: Internal Communication

Using a variety of internal communication vehicles, increase employee understanding of agency programs and activities.

Core Business Activity: Supervisory Forum

Launch an on-line Supervisory Forum to capture feedback from management at the grassroots level and provide a forum for managers to exchange ideas among themselves.

NOTE: THIS A NO COST PROGRAM

Targets:

Implement Supervisory Forum by the end of 1st Quarter FY06.

Core Business Activity: FOCUS FAA

Publish Focus FAA on a weekly basis versus every two weeks.

Targets:

Begin weekly publishing NLT the end of January 2006,
Increasing by 57% the number of Focus FAA web publications produced.

Core Business Activity: Webcast Interviews

Increase the number of webcast interviews.

Targets:

By 2nd Quarter FY06, increase the number of monthly webcast interviews by 50% over the FY05 baseline.

Core Business Activity: Daily News Updates

Post news update to the employees.faa.gov website.

Targets:

Increase the number of daily articles posted by 10% over the FY05 baseline by 2nd Quarter FY06.

Core Business Measure:

Improve Public Perception.

Ensure that at least three articles, news stories or editorials on separate topics appear in national publications or television coverage that positively highlight agency organizational excellence initiatives.

Core Business Function: Plain language.

Using plain language tools, improve the public perception of the FAA's organizational excellence.

Core Business Activity: Plain Language Award Program.

Select award recipients each month in the use and improvement of plain language.

Targets:

Awards to be determined and presented by the 15th of the following month each month.

Core Business Activity: APA Train the Trainer Programs.

APA will train additional employees in basic plain language techniques.

Targets:

Select five additional plain language trainers by December 31, 2005.

Core Business Activity: Employee Training.

Provide training to FAA employees who have not had previous plain language training.

Targets:

Train an average of 375 additional

employees per quarter in basic plain language techniques.

Core Business Activity: Clarify existing documents.

Identify existing FAA documents, such as orders, notices, and publications, needing clarification.

Conduct customer focus groups with external customers to review existing documents.

Targets:

Select members for focus groups by November 30, 2005 and convene first group meeting by January 15, 2006.

Core Business Function: Continue Improvement of the FAA Website.

Using the faa.gov website, improve the public perception of the FAA's organizational excellence.

Core Business Activity: Implement a consistent look and feel on all FAA web pages.

AOC web team will advise and assist FAA web liaisons in reviewing and revising web content, implementing a consistent look and feel and meeting FAA web policies and requirements.

Targets:

AOC web team will assist FAA web liaisons to review and revise 50 percent of web content by June 2005.

Core Business Function: Media Outreach on FAA Savings

AOC will work with the Administrator and the Lines of Business to communicate to the public any savings realized by the Agency during FY2006.

Core Business Activity: Highlight cost savings initiatives

Actively promote any and all organizational excellence initiatives to

the media

Targets:

As a result of positive outreach, ensure that at least two articles, news stories or editorials appear in national press, trade press or TV coverage that positively highlight agency cost savings initiatives.